

1997 Retail Accruals

Objective:

- Position program as a component of RJR's bundled marketing plan to ensure display and presence needs are realized at Retail
- Advocate and strive from Retail Match participation in 1997!

Strategies:

- Roll over all RJR Match to Base dollars for all independent retail accounts
- Simplify the administrative process associated with program
- KAM's/AM's have the flexibility to transfer RJR Match to Base and/or leave Match dollars alone

Tactics:

- Statements sent monthly to Mgrs./SR's to monitor/evaluate program results
- ROU condensed comprehensive administration manual - see attached communication